SET SPARK 2021
CASE PACKAGE

On behalf of the SET Foundation, and The Knowledge Society, we are proud to present the SET SPARK 2021 Design Competition. SET SPARK is a fully virtual, innovation-focused, technology-oriented case competition that encompasses a variety of fields in STEM along with medicine, communications, security, and more. Design teams will be designing and pitching their unique solutions to pressing global problems today, with a focus on synthesizing an impactful and innovative solution.

All projects will be assessed by a predetermined panel of industry professionals in Biomedical Engineering, Software Engineering, Mechanical Engineering, and more. Furthermore, top projects will have the opportunity to pitch their solution and receive substantial prizes!

This document contains all information pertaining to SET SPARK 2021.

SETSpark

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*All times are in Eastern Time (UTC-4:00)

COMPETITION SCHEDULE

March 15	Case prompt released
March 15-April 14	Teams work on their design project
April 14 11:59pm EST	Submission deadline
April 15, 16 + 17	First judging round
Competition	1 week from the 1st judging round decision

*All times are in Eastern Time (UTC-4:00)

COMPETITION SCHEDULE

EVENT	Time
Introduction + Sponsorship acknowledgements	15 mins
Pitches by Finalists	1 hour
Keynote Speaker + Judge Deliberation	30 mins
Award Ceremony	15 mins
Closing Ceremony	10 mins

CASE PROMPT

With the advent of the COVID-19 pandemic, technology has played a pivotal role in society's transition from in person events and services to virtual substitutes. Despite virtual alternatives being evidently not the same as in person equivalents, technology was still able to connect and provide all of us with a new and effective avenue to continue what we were doing before.

Technology has risen and been adapted to meet the needs of individuals during the pandemic, such as Google Meets making its service free late April, now serving as a widely popular meeting platform we use profusely today. Still, there is still a long way to go before for digitalization to cover all our essential needs. Technology must continue to adapt to meet the needs of individuals, and many of these needs, such as optometrist appointments, and virtual fitting rooms, have not been met yet. There are many integral processes that have yet to develop proven digitalization.

Hence, our prompt for the 2021 SET+TKS Design Challenge is as follows: **Propose a service/product that improves digitalization and remote accessibility of necessary services within the context of COVID-19**.

Good luck!

CASE CRITERIA

Pitch Guidelines:
- Max 5 minute video describing your pitch idea. Your video should include the following information about your pitch (you are free to add more if necessary):
  - *Value*: in what way does your idea improve digital accessibility?
  - *Target*: who will your idea benefit
  - *Prototype*: have a detailed concept of your idea
  - *Business Plan*: how will you realize your idea? What resources are necessary to bring it to fruition?
- Provide a short summary
- Require some form of visual aid (e.g. slide deck)
- You may only have teams of up to 4 people

Judging Process:
- The registration will be opened about 1 week prior to the release of the case prompt (March 15th)
- Beginning March 1st, the case prompt will be released and you may start working on your pitch.
- All pitches (including videos, visual aids and summaries) must be submitted to the SET Foundation Website (https://setfoundation.ca/) prior to the submission deadline of **April 15th at 11:59PM EST**
- The first week following the closing of submissions will be dedicated towards deciding the top 6 finalists. The proceeding week will then be used to determine the placing of each finalist. The final event commemorating the overall winners (along with a special keynote speaker) will be held on April 25th, 2021.

Methodology:
- Using the SET Foundation Website (https://setfoundation.ca/), you may submit a link to an uploaded version of your video as well as your 900 character elevator pitch. The video may be altered at any time prior to the submission deadline. We will only consider the latest submission prior to the deadline. Changes that take place after the deadline will not be considered.
- Submission will be done at the following link:

JUDGING CRITERIA

Submissions will be judged based on three strands that encompass impact, feasibility and proposal quality.

J.1 - Impact

Human Applications / Benefits

To what extent does your proposal help society further its digitalization to support necessary services?

5 points

Long Term Potential

What are some long term implications or potential futures of this project should it undergo continued development?

5 points

J.2 Technical Description and Feasibility

Product / Service Design

Is the design of the product feasible (repeatable/reliable, effective)?

5 points

Scalability

Is the product robust, and able to scale to fit the real world according to variations in demand?

5 points

Integration

Would the product produce a comparable or superior experience to non-digital alternatives?

5 points

JUDGING CRITERIA CONTINUED

Submissions will be judged based on three strands that encompass impact, feasibility and proposal quality.

J.3 Project Plan / Proposal

Presentation Professionalism

What impression does this presentation leave on the judges?

5 points

Organization of Project Proposal

Presentability of the project proposal; could it stand alone?
Does it flow, make sense and cover all critical points?

5 points

FAQ

Can I work alone?
Anywhere between 1 and 4 individuals can be part of the same team.

I'm not going into engineering or technology. Can I still be part of a team?
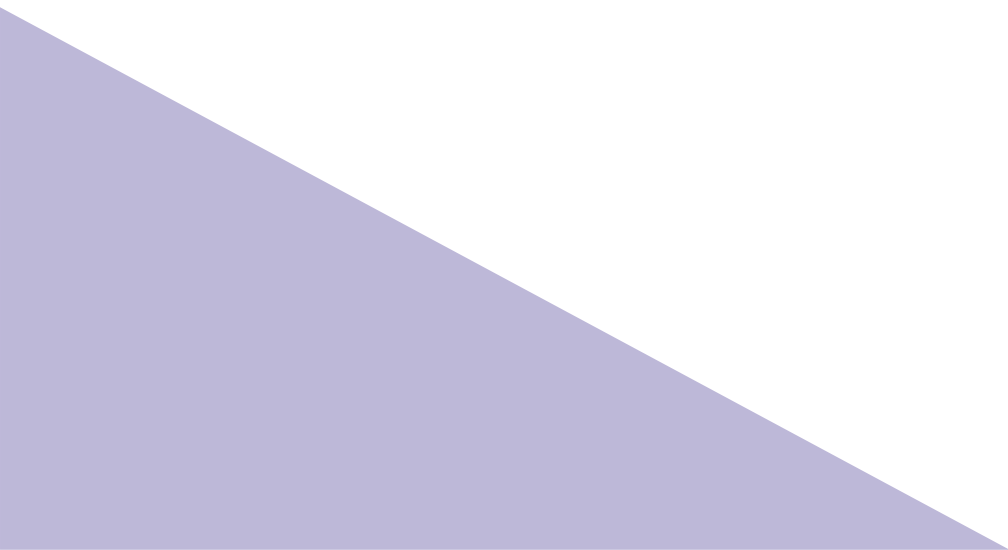Of course. SET SPARKS is an inclusive initiative that encompasses a wide variety of STEM, business, communications and media fields.

How old do I have to be to participate in SET SPARKS?
Competitors must be between grades 9 to 12.

I have not been selected as a finalist. Can I still join the final pitch event?
All competitors are welcome to attend the final pitch event, regardless of the status of their final product. The event will include incredible presentations by successful teams and a keynote speaker event.
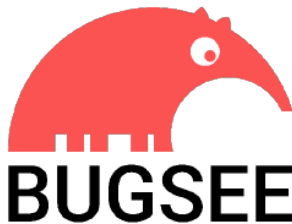
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